



## Canada: Building Industry (Roofing)

### Toronto's New Green Roof Bylaw Provides Opportunities for U.S. Companies

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#### Overview

In May 2009, the City of Toronto became the first in North America to pass a bylaw requiring green roofs on all new buildings. As of January 21, 2010 all new residential, institutional and commercial buildings will be required to incorporate a green roof in their design. All new industrial buildings will follow suit on January 21, 2011. The bylaw is a direct result of Toronto's pilot green roof program that commenced in 2006, following a trend within Toronto that exemplifies the market for green-focused products and solutions. Passing such a bylaw for Toronto's new buildings is an impressive feat – Toronto is a city of 2.6 million people with a surrounding population of nearly 8 million. The city is home to an astounding 1,790 high-rises (any building exceeding twelve stories tall) and just under 2,000 buildings. These numbers place Toronto after only New York City in North America in terms of the volume of locations for green roofs to be built. In addition to these buildings, there are thousands of other structures in a diverse area, making Toronto a major territory for new green roof building solutions.

#### Opportunities for U.S. Companies

Demand for green roofs has risen 35 percent this past year without bylaws being passed. As Toronto has clearly demonstrated, the desire for a cleaner, greener city is strong in Southern Ontario. Increased demand for green roof solutions is expected again in 2009-2010 and demand for related products and services will continue to grow. U.S. firms are in an excellent position to establish themselves in this emerging market.

New buildings are the number one target of Toronto's green roof program, followed by retrofitting. An example of one of the many places where green roofs can go has recently been demonstrated with one of Toronto's most important subway hubs, the Eglinton West subway station. The station has recently constructed its 9,000 square foot green roof, one that will improve the air quality in the traffic heavy area, while decreasing the demand for energy consumption. However, the majority of existing buildings were not originally structured or designed for a green roof and require the advice of an engineer in order to proceed with installation. An engineer will determine what type of roof is possible (there are several different solutions). The decision on which roof to build is determined on the load tolerance, desired maintenance and accessibility to the roof. The burgeoning Canadian market requires professionals and companies to provide these solutions.

Toronto has established itself as a world leader in green roof technology. The city is the perfect location to become the hub for innovation in this field. It is expected that other cities and municipalities will pass similar laws to Toronto's within Canada and around North America. Establishing a client base, as well as a reputation early on in this green development, is increasingly important to the future success of any company wishing to get involved. Not only would an American company benefit from exporting their services, solutions and products to Canada, they would also establish themselves in an industry that is being pioneered right now in Toronto. U.S. companies with expertise in this industry should be aware of the World Green Roof Infrastructure Conference being hosted in Toronto from October 19<sup>th</sup> - 21<sup>st</sup>, 2009. To find out more information, visit <http://www.GreenRoofs.org>.

### Additional Resources

Green Roofs for Healthy Cities <http://www.greenroofs.org/>  
SkyScraper Statistics <http://skyscraperpage.com/>  
Toronto Green Roofs <http://www.toronto.ca/greenroofs/index.htm>  
Eglington West Green Roof <http://www.thestar.com/News/GTA/article/675703>  
Green Roofs as a Business <http://www.kansascity.com/living/green/story/1351495.html>

### For More Information

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